



TRADE SHOW OPPORTUNITY



WORLD'S FINEST FOODS

MANILA, PHILIPPINES

The Show:

World's Finest Foods is organized by the embassies of the United States, Australia, Canada and New Zealand to showcase high-quality foods and beverages. This is a low-cost opportunity to promote to key retail and food service buyers in one of the most promising growth markets for U.S. foods.

The Dates:

April 27-28, 2004



The Market:

In a typical year, the Philippines is a \$1 billion market for consumer food and beverage imports. In fiscal 2003, the United States exported \$164 million in consumer-oriented agricultural products to the Philippines, making it the 17th largest market in this category for the United States.

Best Prospects:

Chocolate candies, fresh fruits and vegetables, chicken, dairy-based food ingredients, chips and other savory snacks, sauces, dressings and condiments, dog and cat food, cheeses, juices, wines, beef, tree nuts and dried fruits

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